

# Mexico – Zacatecas

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Mexico – Zacatecas GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Mexico could include in a comprehensive tobacco control program.

The Mexico – Zacatecas GYTS was a school-based survey of students in Primero en secundaria, Segundo de secundaria, and Tercero de secundaria conducted in 2005.

A two-stage cluster sample design was used to produce representative data for all of Zacatecas. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 88.0%, and the overall response rate was 88.0%. A total of 1,556 students participated in the Mexico – Zacatecas GYTS.

#### Prevalence

53.0% of students had ever smoked cigarettes (Male = 55.1%, Female = 51.2%)  
 23.9% currently use any tobacco product (Male = 26.2%, Female = 21.4%)  
 20.8% currently smoke cigarettes (Male = 22.9%, Female = 18.7%)  
 6.9% currently use other tobacco products (Male = 8.1%, Female = 5.4%)  
 30.5% of never smokers are likely to initiate smoking next year

#### Knowledge and Attitudes

24.0% think boys and 34.2% think girls who smoke have more friends  
 16.1% think boys and 28.8% think girls who smoke look more attractive

#### Access and Availability - Current Smokers

7.1% usually smoke at home  
 43.5% buy cigarettes in a store  
 51.3% who bought cigarettes in a store were NOT refused purchase because of their age

#### Environmental Tobacco Smoke

41.1% live in homes where others smoke in their presence  
 50.2% are around others who smoke in places outside their home  
 88.8% think smoking should be banned from public places  
 74.0% think smoke from others is harmful to them  
 44.5% have one or more parents who smoke  
 52.2% have most or all friends who smoke

#### Cessation - Current Smokers

66.1% want to stop smoking  
 65.4% tried to stop smoking during the past year  
 69.7% have ever received help to stop smoking

#### Media and Advertising

84.6% saw anti-smoking media messages, in the past 30 days  
 85.2% saw pro-cigarette ads on billboards, in the past 30 days  
 72.7% saw pro-cigarette ads in newspapers or magazines, in the past 30 days  
 14.0% have an object with a cigarette brand logo  
 12.1% were offered free cigarettes by a tobacco company representative

#### School

62.2% had been taught in class, during the past year, about the dangers of smoking  
 35.8% had discussed in class, during the past year, reasons why people their age smoke  
 54.0% had been taught in class, during the past year, the effects of tobacco use

#### Highlights

- Approximately one quarter of the students currently use any form of tobacco; 20% of the students currently smoke cigarettes; 7% currently use some other form of tobacco.
- ETS exposure is high – two fifths of the students live in homes where others smoke and half of the students are exposed to smoke around others outside of the home; two fifths of the students have a parent who smokes and half of the students have friends who smoke.
- Three quarters of the students think smoke from others is harmful to them.
- Two thirds of the current smokers want to stop smoking.
- 1 in 10 students was offered a free cigarette by a tobacco company representative.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; Over 8 in 10 students saw pro-cigarette ads in the past 30 days.